

# Avoiding Economic Hardship with Practice Solutions

Practice Solutions Profiles

**Christopher Roberts, D.D.S.**

North Wilkesboro, North Carolina



## Reopen Ready

Stocked \$4,000 worth of  
PPE for reopening



## Set for Second Wave

Planning six months out to  
avoid another economic hit



## Best Month of Production

Strategically filled the schedule  
to recover lost revenue

## Essential Crisis Leadership

Dr. Christopher Roberts could only watch the practice he built from scratch in 2001 lose financial stability with each passing day of the coronavirus crisis. His dreams of financial freedom, independence and eventual retirement were slowly fading away as his doors remained shut to patients.

With concerns of national economic collapse impacting the entire dental industry, Dr. Roberts divided his practice's outgoing cash into essential and non-essential expenses. While the monthly expenditure for Spear Practice Solutions came to mind as one of those he had to consider eliminating, he knew Practice Solutions was "essential with a capital E," he said.

The day Dr. Roberts notified his Spear consultant of his shutdown she immediately put him and

his team to work to ensure they focused on recovery. Practice team members communicated regularly with patients during the shutdown, which proved to be vital when it came time to reopen by May 4.

Using strategic rescheduling, the team focused on patients who were ready to be seen for treatment. The proactive approach Dr. Roberts took to recovery made May 2020 a great month for the practice and June ended up being the best month ever in office productivity and efficiency. The practice team worked hard to implement the recommendations and guidance from Practice Solutions. Now Dr. Roberts knows he can have a profitable 2020, in a time that has challenged so many independent dental practices.



*"Was Practice Solutions essential? You bet. Was Practice Solutions worth the money spent when I had zero incoming cash flow? You bet. Would I recommend Practice Solutions to other dentists? I did so before the COVID-19 pandemic hit, and I will continue to do so now with even more gusto — you can bet on that!"*

— CHRISTOPHER ROBERTS, D.D.S., NORTH WILKESBORO